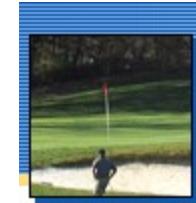
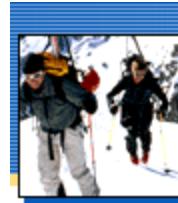


# U.S. Army 2005 MWR Leisure Needs Survey



**Tooele Army Depot  
Utah**

**CALIBER**  
an ICF Consulting Company

# BRIEFING OUTLINE

Tooele Army Depot

## Ⅰ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

## Ⅱ **SURVEY RESULTS**

- MWR Programs and Facilities
- Leisure Activities

## Ⅲ **NEXT STEPS**

# PROJECT OVERVIEW

Tooele Army Depot

## MWR STRATEGIC BUSINESS PLANNING MODEL

### COMPONENTS

Analyzing and forecasting the external environment

Analyzing programs and markets

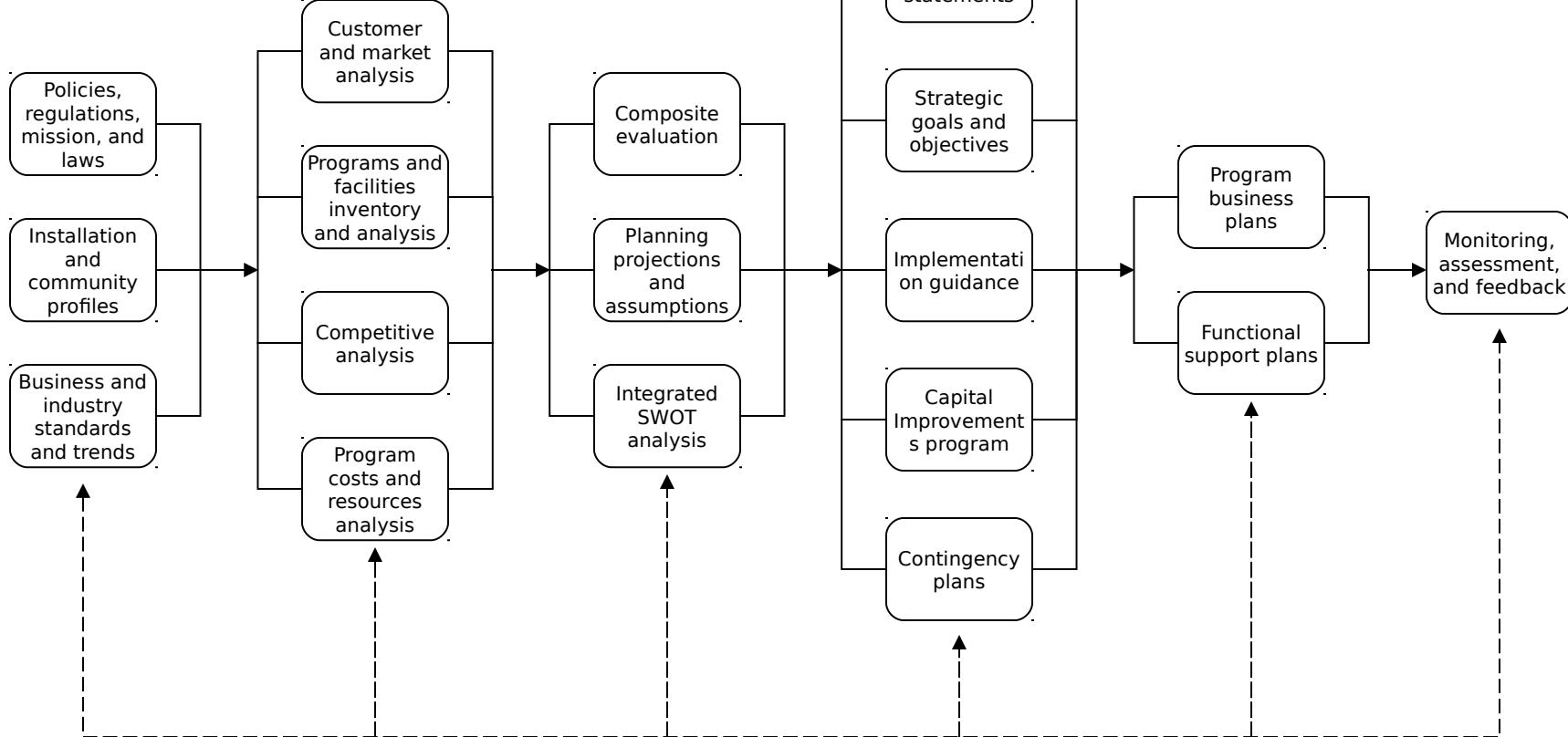
Developing alternatives

Formulating the strategic business plan

Formulating operational business plans

Monitoring and evaluating plan implementation

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# METHODOLOGY

Tooele Army Depot

## PROJECT SCOPE

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 920 surveys were distributed at Tooele Army Depot



## SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

# METHODOLOGY

Tooele Army Depot

## □ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

## Tooele Army Depot

### I SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Spouses of Active Duty (CONUS only)
  - Civilian Employees
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Tooele Army Depot:					
Active Duty	3	3	3	100.00 %	±0.00%
Spouses of Active Duty	29	38	2	5.26 %	±66.86%
Civilian Employees	1,003	715	178	24.90 %	±6.66 %
Retirees	173	164	34	20.73 %	±15.07%
<b>Total</b>	<b>1,208</b>	<b>920</b>	<b>217</b>	<b>23.59 %</b>	<b>±6.03%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym.

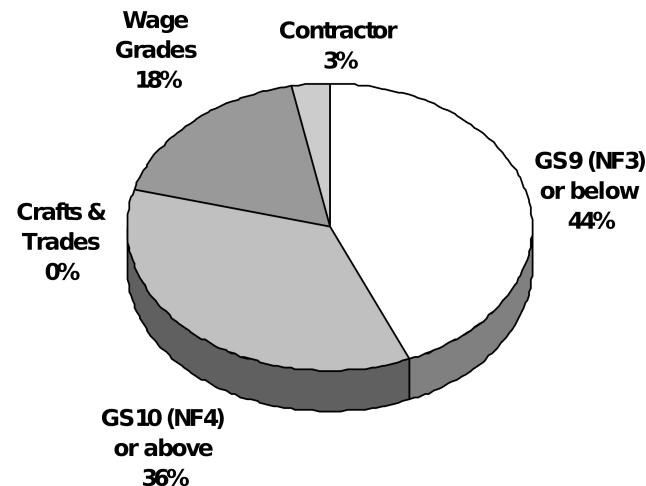
# PATRON SAMPLE\*

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## RESPONDENT POPULATION SEGMENTS

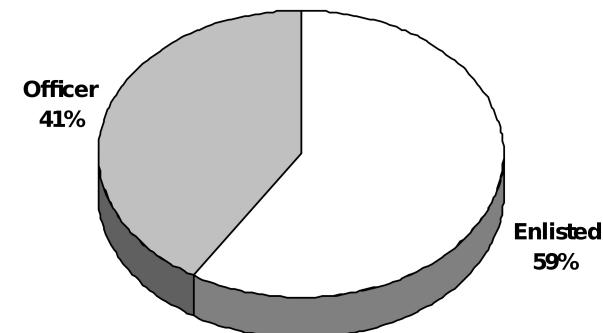
### CIVILIANS

(n = 171)



### RETIREES

(n = 27)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

## Tooele Army Depot

### PRODUCTS

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

### PRODUCT DISTRIBUTION

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

# MWR PROGRAMS & FACILITIES: USAGE AT TOOELA ARMY DEPOT

Tooel Army Depot

## MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	45%
Outdoor Recreation Center	24%
ITR - Commercial Travel Agency	17%
Swimming Pool	17%
Arts & Crafts Center	17%

## LEAST FREQUENTLY USED FACILITIES

Army Lodging	2%
Athletic Fields	5%
Post Picnic Area	6%
Bowling Center	16%
Bowling Food & Beverage	16%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT TOOELA ARMY DEPOT\*

Tooel Army Depot

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

Arts & Crafts Center	4.70
Army Lodging	4.69
Fitness Center/Gymnasium	4.52
Outdoor Recreation Center	4.50
Swimming Pool	4.47

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Athletic Fields	4.09
Bowling Center	4.24
ITR -Commercial Travel Agency	4.27
Bowling Food & Beverage	4.28
Post Picnic Area	4.37

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT TOOELA ARMY DEPOT\*

Tooel Army Depot

## FACILITIES WITH HIGHEST QUALITY RATINGS\*

Outdoor Recreation Center	4.41
Arts & Crafts Center	4.39
Fitness Center/Gymnasium	4.27
Army Lodging	4.26
ITR - Commercial Travel Agency	4.24

## FACILITIES WITH LOWEST QUALITY RATINGS\*

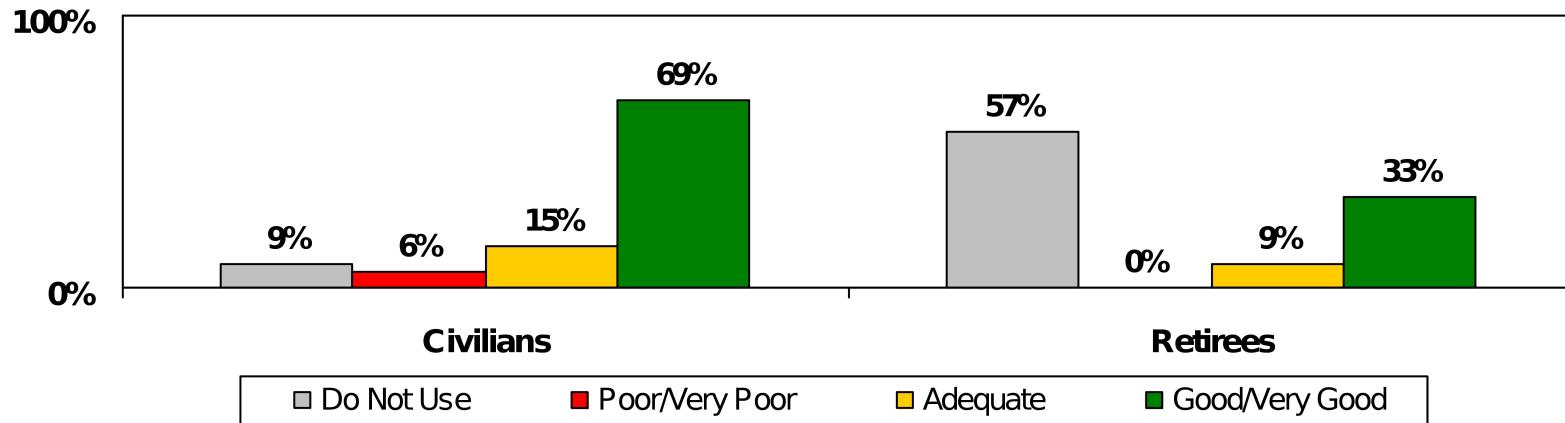
Athletic Fields	4.05
Bowling Center	4.08
Bowling Food & Beverage	4.10
Post Picnic Area	4.16
Swimming Pool	4.24

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

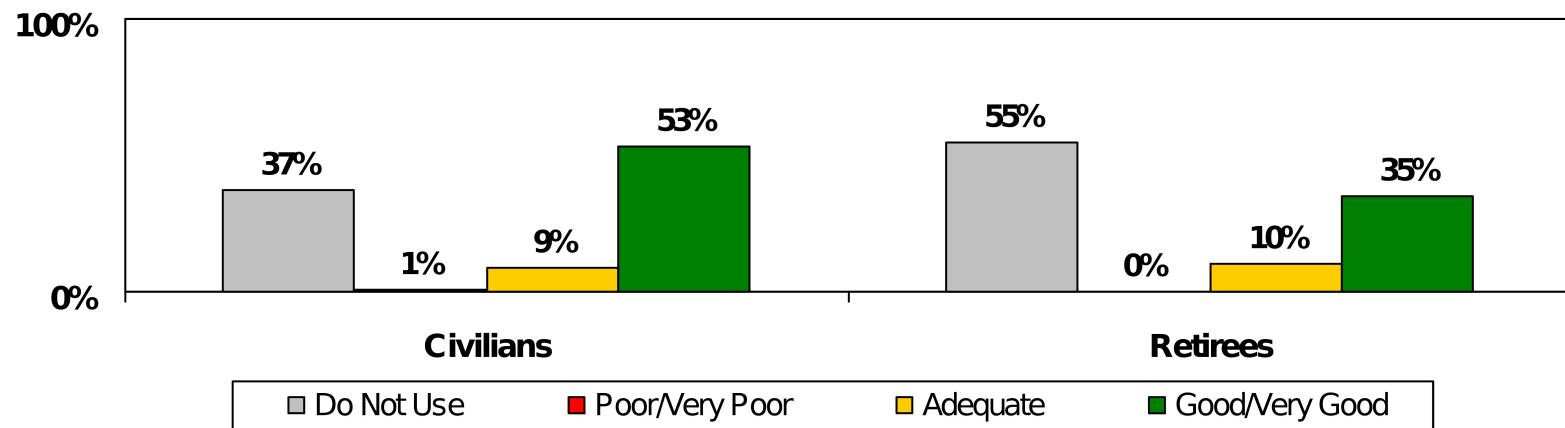
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Tooele Army Depot

## Quality of On-Post Services



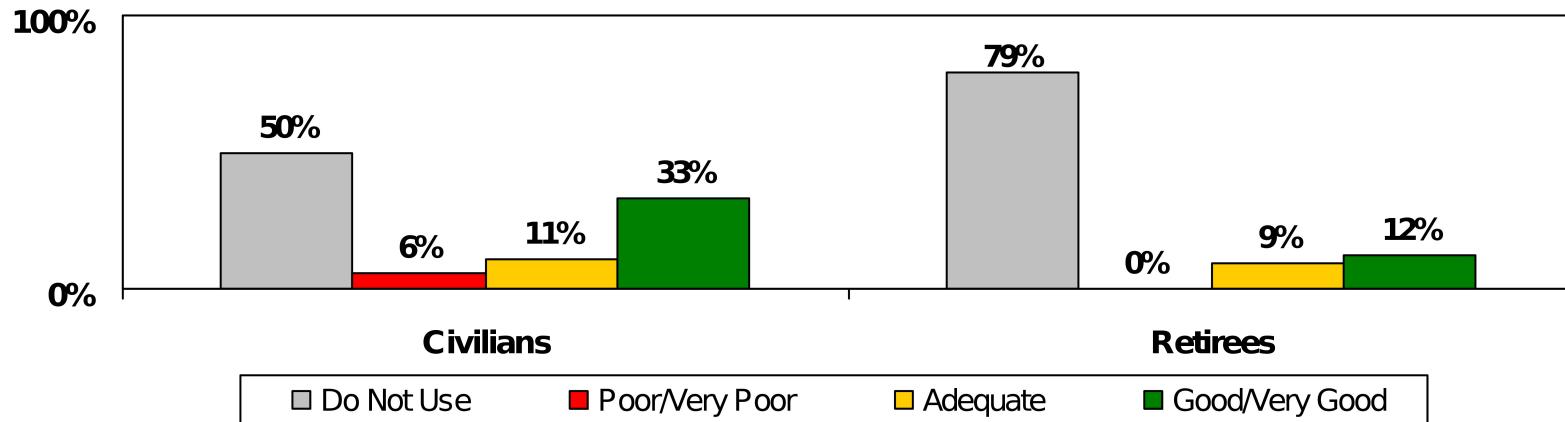
## Quality of Off-Post Services



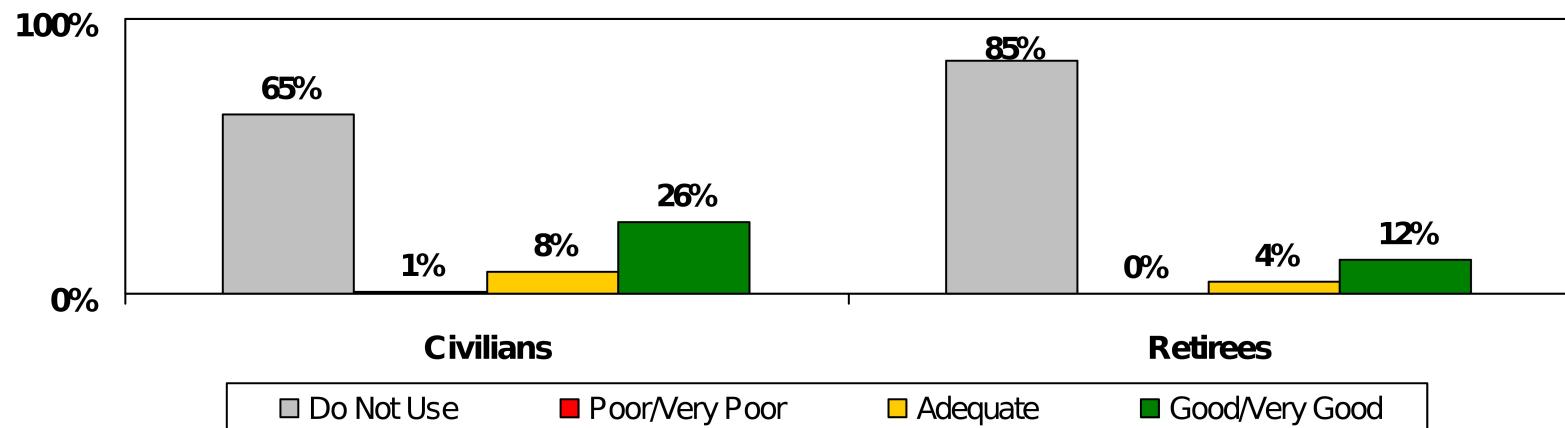
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Tooele Army Depot

## Quality of On-Post Services



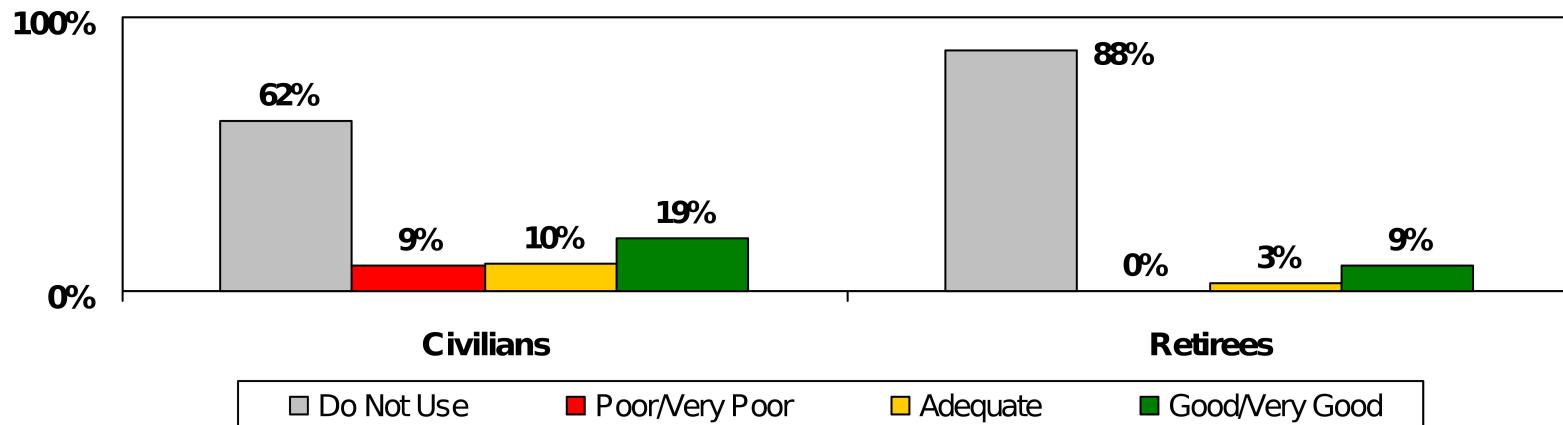
## Quality of Off-Post Services



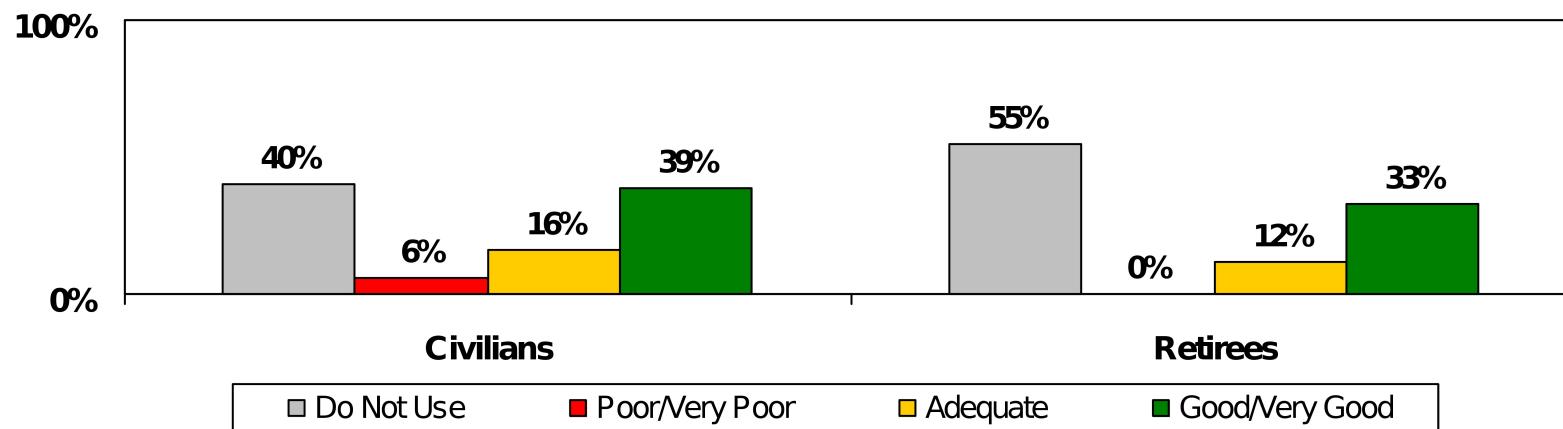
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Tooele Army Depot

## Quality of On-Post Services

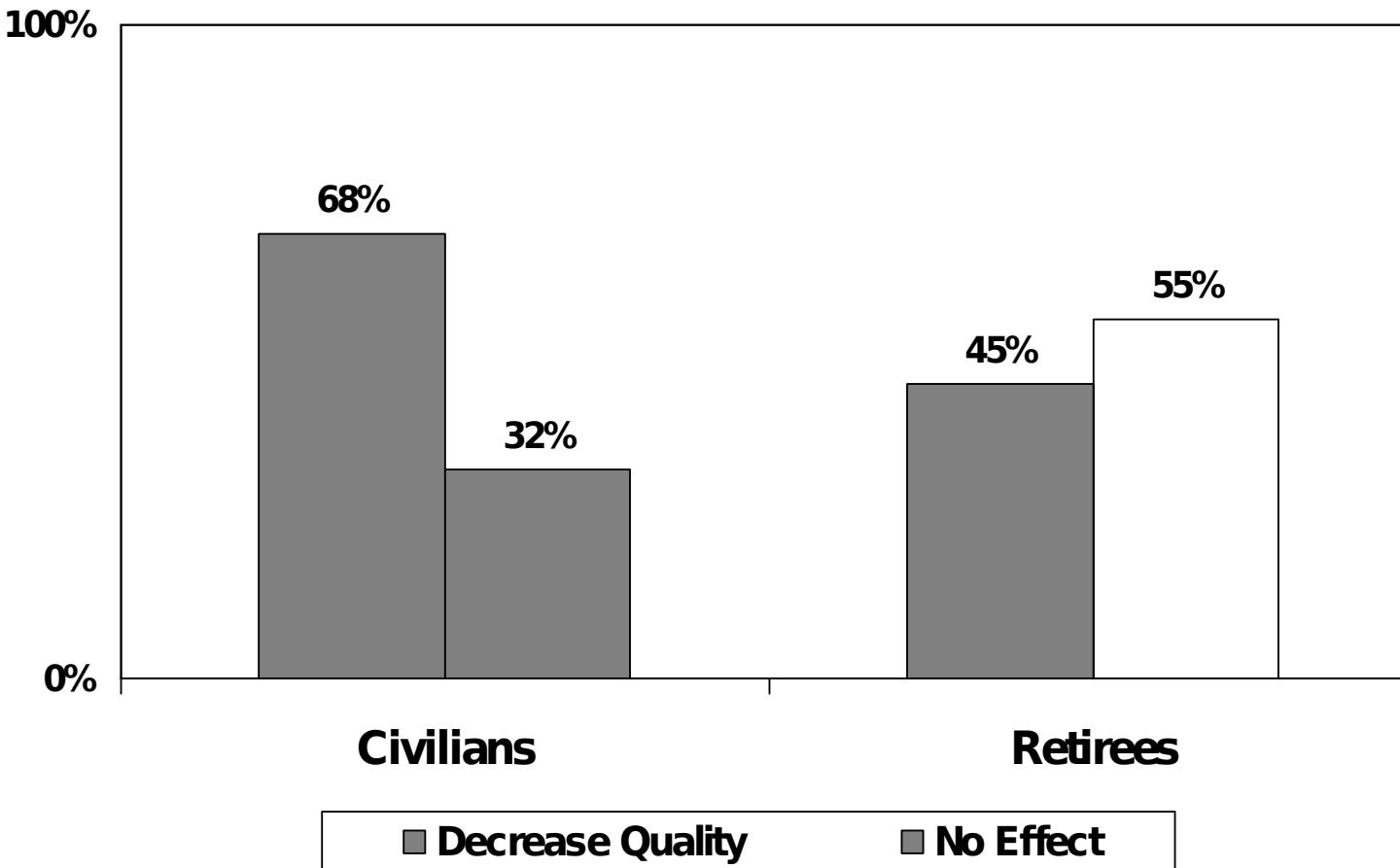


## Quality of Off-Post Services



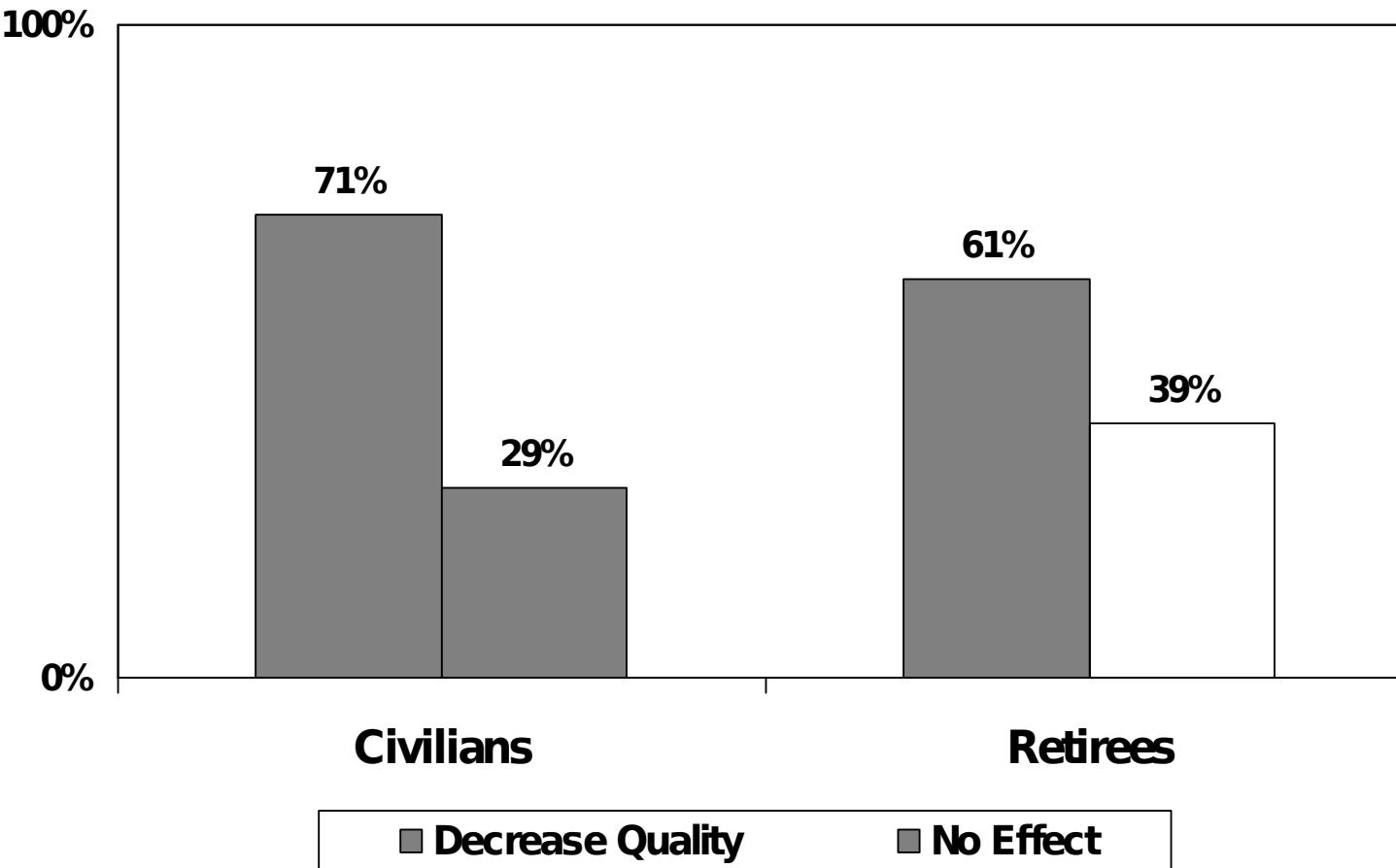
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Tooele Army Depot



# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Tooele Army Depot



# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Tooele Army Depot

## Top 7 Activities/Programs

Fitness Center/Gymnasium	84%
Swimming Pool	68%
Arts & Crafts Center	48%
Army Lodging	48%
Bowling Center	47%
ITR Office	47%
Clubs	45%

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Car Wash	64%
Golf Course Pro Shop	56%
Bowling Pro Shop	52%
BOSS	44%
Golf Course	40%
Golf Course Food & Beverage	39%
Marina	39%

## Bottom 7 Activities/Programs

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

Tooele Army Depot

WHERE DO YOU GET INFORMATION?	CIVILIANS	RETIREES	TOTAL
Internet	22%	0%	18%
E-mail	<b>64%</b>	<b>16%</b>	<b>56%</b>
Friends and neighbors	26%	<b>16%</b>	25%
Family Readiness Groups (FRGs)	1%	0%	1%
Bulletin boards on post	53%	6%	45%
Post newspaper	30%	0%	25%
MWR publications	<b>54%</b>	13%	<b>48%</b>
Radio	0%	0%	0%
Television	0%	0%	0%
My child(ren) let(s) me know	1%	0%	0%
Other unit members or co-workers	25%	<b>16%</b>	23%
Unit or post commander or supervisor	10%	3%	9%
Marquees/billboards	15%	0%	12%
Flyers	<b>57%</b>	6%	<b>50%</b>
Other	1%	<b>19%</b>	4%
I never hear anything	2%	<b>45%</b>	9%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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## Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	77%
Going to movie theaters	65%
Entertaining guests at home	59%
Internet access/applications (home)	53%
Walking	48%
Gardening	46%
Special family events	43%
Plays/shows/concerts	42%
Attending sports events	39%
Camping/hiking/backpacking	37%

## Top 5 for Civilians

Watching TV, videotapes, and DVDs	74%
Going to movie theaters	65%
Entertaining guests at home	58%
Internet access/applications (home)	49%
Walking	45%

## Top 5 for Retirees

Watching TV, videotapes, and DVDs	85%
Internet access/applications (home)	67%
Going to movie theaters	57%
Gardening	55%
Walking	53%

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Tooele Army Depot

<b>Team Sports</b>	
Basketball	12%
Softball	6%
Self-directed sports tournaments	5%
Volleyball	5%
Soccer	3%

<b>Sports and Fitness</b>	
Walking	48%
Cardiovascular equipment	34%
Weight/strength training	26%
Golf	24%
Bowling	18%

<b>Outdoor Recreation</b>	
Camping/hiking/backpacking	37%
Fishing	33%
Picnicking	32%
Going to beaches/lakes	26%
Bicycle riding/mountain biking	19%

<b>Entertainment</b>	
Watching TV, videotapes, and DVDs	77%
Going to movie theaters	65%
Plays/shows/concerts	42%
Attending sports events	39%
Live entertainment	35%

<b>Social</b>	
Entertaining guests at home	59%
Special family events	43%
Happy hour/social hour	22%
Dancing	21%
Night clubs/lounges	20%

<b>Special Interests</b>	
Internet access/applications (home)	53%
Gardening	46%
Automotive maintenance & repair	28%
Computer games	28%
Digital photography	26%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCE ON POST\*

Tooele Army Depot

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	19%	N/A	19%
Cardiovascular equipment	18%	16%	34%
Reading	14%	N/A	14%
Weight/strength training	13%	13%	26%
Happy hour/social hour	12%	10%	22%
Study/self development	10%	N/A	10%
Walking	8%	39%	48%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

Tooele Army Depot

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	5%	1%	46%	53%
Gardening	1%	1%	44%	46%
Automotive maintenance & repair	1%	3%	24%	28%
Computer games	1%	1%	27%	28%
Digital photography	1%	4%	21%	26%
Automotive detailing/washing	1%	6%	18%	26%
Woodworking/industrial arts	3%	1%	14%	18%

\*Top 7 special interest activity preferences ranked by overall participation.

# NEXT STEPS

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## □ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

## □ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)